

## ABSTRACT OF THE DISCLOSURE

~~To provide~~ The invention provides an optoelectronic-device substrate used for a display panel ~~for displaying~~ to display an image with high quality and high contrast, a method ~~for driving~~ of driving the substrate, a digitally-driven liquid-crystal display, an electronic apparatus, and a projector. In an optoelectronic-device substrate 100 having a memory-cell array including a plurality of memory cells 101 that is arranged in matrix form and digitally driven, each memory cell 101 has an analog switch SW1 ~~for inverting~~ to invert the phase of data transmitted thereto, or data having an inverted phase is transmitted to the memory cell 101.